DOCUMENTS OF THE GENERAL FACULTY

PROPOSAL TO CREATE THE SPORTS MEDIA MINOR IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE UNDERGRADUATE CATALOG 2018-2020

Dean Jay M. Bernhardt, in the Moody College of Communication, has filed with the Secretary of the Faculty Council the following proposal to create the Sports Media minor in the Moody College of Communication chapter in the *Undergraduate Catalog*, 2018-2020. On September 28, 2017, Michael Butterworth, Faculty Committee Chair, and College Administrative Committee approved the proposal. On September 28, 2017, Dean Bernhardt approved it. The Secretary has classified this proposal as legislation of exclusive interest to one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the proposal on February 16, 2018, and forwarded it to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with the Provost on behalf of the President.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by March 16, 2018.

alan W. Driedman

Alan W. Friedman, Secretary of the General Faculty and Faculty Council The University of Texas at Austin Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

Distributed through the Faculty Council Wiki site https://wikis.utexas.edu/display/facultycouncil/Wiki+Home on March 9, 2018.

PROPOSAL TO CREATE THE SPORTS MEDIA CERTIFICATE IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE UNDERGRADUATE CATALOG 2018-2020

| 1. | TYPE OF PROPOSAL: New Transcript-Recognized Minor | | | | | |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| | Change an Existing Transcript-Recognized Minor | | | | | |
| | Delete a Transcript-Recognized Minor | | | | | |
| 2. | THIS PROPOSAL INVOLVES: (Please check all that apply) | | | | | |
| | Courses in other colleges Courses in proposer's college that are Flags frequently taken by students in other colleges | | | | | |
| | Course in the core curriculum Change in course sequencing for an existing program Courses that have to be added to the inventory | | | | | |
| | Change in admission requirements (external or internal) Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | | | | | |
| 3. | SCOPE OF PROPOSED CHANGE: | | | | | |
| | a. Does this proposal impact other colleges/schools? Yes \boxtimes No \square | | | | | |
| | If yes, then how? Students may choose to take courses from three options offered by Kinesiology. | | | | | |
| | Students in this minor will take certain courses in other colleges. b. Do you anticipate a net change in the number of students in your college? Yes □ No ⊠ | | | | | |
| | b. Do you anticipate a net change in the number of students in your college? Yes No X If yes, how many more (or fewer) students do you expect? | | | | | |
| | c. Do you anticipate a net increase (or decrease) in the number of <u>students from outside</u> of your college | | | | | |
| | taking <u>classes in your college</u> ? Yes No 🛛 | | | | | |
| | If yes, please indicate the number of students and/or class seats involved. | | | | | |
| | d. Do you anticipate a net increase (or decrease) in the number of students from your college taking | | | | | |
| | $\frac{\text{courses in other colleges}}{\text{If yes, please indicate the number of students and/or class seats involved.}} $ | | | | | |
| | If yes, please indicate the number of students and/of class seats involved. | | | | | |
| | If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has | | | | | |
| | potential budgetary impacts for another college/school, such as requiring new sections or a non- | | | | | |
| | negligible increase in the number of seats offered, at least one contact must be at the college-level. | | | | | |
| | How many students do you expect to be impacted? We do not anticipate that this will have a budgetary | | | | | |
| | impact, but we did consult with the Department of Kinesiology. | | | | | |
| | Impacted schools must be contacted and their response(s) included: | | | | | |
| | Person communicated with: John Bartholomew, chair of the Department of Kinesiology | | | | | |

Date of communication: September 26, 2017

Response: No objection

4. OFFICIAL NAME: Sports Media Minor

5. PROPOSED IMPLEMENTATION DATE: Fall 2018

- 6. FIELD OF STUDY, CIP CODE (administrative unit awarding the certificate): Sports Communication 09.0906
- 7. **STATEMENT OF OBJECTIVE**: We are deleting the Sports Media Certificate (separate document) and proposing it here as a minor.
- 8. ADMISSIONS REQUIREMENT (IF ANY): None, though if demand exceeds space available the Moody College reserves the right to select students based on a review of academic record.

9. NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER: Ten

10 ANTICIPATED ENROLLMENT CAPACITY? 100

11. NUMBER OF HOURS REQUIRED FOR COMPLETION: Eighteen

12. COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):

| Name of Faculty Member | College/Department | Title at UT Austin | Highest Degree and Awarding Institution |
|---------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------|
| Michael Butterworth | Moody College/CMS | Director, Center for Sports Communication and Media | Ph.D., Indiana University |
| Barry Brummett | Moody College/CMS | Chair and Professor | Ph.D., University of Minnesota |
| Angeline Close- Scheinbaum | Moody College/Advertising | Associate Professor | Ph.D., The University of Georgia |
| Joel Lulla | Moody College/Advertising | Lecturer | JD, University of North Carolina |
| Kathleen McElroy | Moody College/Journalism | Associate Director | Ph.D., University of Texas |
| Kevin Robbins | Moody College/Journalism | Senior lecturer | B.S. University of Central Missouri |
| S. Craig Watkins (<i>tentative</i>) | Moody College/Radio-TV- Film | Professor | Ph.D., University of Michigan |
| Tommy Hunt (tentative) | College of Education/Kinesiolo gy and Health Education | Associate Professor | Ph.D., The University of Texas at Austin |

13. Academic Course Requirements: Use this table to identify the courses that qualify for this certificate program.

| Course Abbreviation and Number | Course Title | SCH |
|--------------------------------|--------------------------------------------------------|-----|
| ADV 305S or PR 305S | Integrated Comm for Sports | 3 |
| ADV 348S or PR 348S or J 348G | The Business of Sports Media | 3 |
| | Sports Media Minor Internship (#upper-division | |
| * COM 323.1 | standing and consent of instructor) | 3 |
| KIN 355 | Media and PR in Sport (#upper-division standing) | 3 |
| CMS 347K | Rhetoric of Popular Culture (#upper-division standing) | 3 |
| | Reporting Sports (#Journalism 310F (or 320D) and | |
| J 326F | 311F (or 321C) with a grade of at least B- in each.) | 3 |
| KIN 350 | Sociological Aspects of Sport and Physical Activity | 3 |

| | Sport and Event Marketing (#upper-division | |
|---------------------------|-----------------------------------------------------|---|
| KIN 354 | standing) | 3 |
| | College Sports Media (#Upper-division standing and | |
| ADV 378S.8 or PR 378S.8 | a University grade point average of at least 2.25.) | 3 |
| | Sports Contract Negotiation Techniques (#Upper- | |
| | division standing and a University grade point | |
| ADV 378S.9 or PR 378S.9 | average of at least 2.25.) | 3 |
| | Sports and Social Media (#Upper-division standing | |
| | and a University grade point average of at least | |
| ADV 378S.11 or PR 378S.11 | 2.25.) | 3 |
| | Sports Audiences (#Upper-division standing and a | |
| ADV 378S.12 or PR 378S.12 | University grade point average of at least 2.25.) | 3 |

14. OTHER MINOR REQUIREMENTS:

15. COLLEGE/SCHOOL APPROVAL PROCESS:

| Department approval date: | September 28, 2017 |
|---------------------------|--------------------|
| College approval date: | September 28, 2017 |
| Dean approval date: | September 28, 2017 |

Michael Butterworth, Faculty Committee Chair Moody College Administrative Committee Jay Bernhardt, Dean

PROPOSED NEW CATALOG TEXT

MINOR AND CERTIFICATE PROGRAMS

<u>Sports Media Minor</u>

The Sports Media Minor is designed to complement a student's education by developing his or her proficiency and knowledge in the area of sports media. A student may enroll in any of the courses for which he or she meets the prerequisites.

The minor requires eighteen semester hours of coursework. Nine hours must be taken at the upper-division level and at least nine hours must be taken in residence. Students must earn a grade of at least *C*- (or *CR* for courses offered only on a pass/fail basis) in each course.

The requirements are:

- 1. COM 323.1, Sports Media Minor Internship
- 2. Advertising 305S or Public Relations 305s
- 3. Advertising 348S, or Public Relations 348S, or Journalism 348G
- 4. <u>Nine hours of coursework to be selected from:</u>
 - Kinesiology 355, Media and Public Relations in Sport
 - <u>Communication Studies 347K, Rhetoric of Popular Culture</u>
 - Journalism 326F, Reporting Sports
 - <u>Kinesiology 350, Sociological Aspects of Sport and Physical Activity</u>
 - <u>Kinesiology 354, Sport and Event Marketing</u>
 - Advertising 378S.8 or Public Relations 378.8- College Sports Media
 - Advertising 378S.9 or Public Relations 378.9- Sports Contract Negotiation Techniques
 - <u>Advertising 378S.11 or Public Relations 378.11- Sports and Social Media</u>
 - <u>Advertising 378S.12 or Public Relations 378.12- Sports Audiences</u>

Additional electives may be offered on a semester-by-semester basis.